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## Trojan Vision Newsletter (2/28)

1 message

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**USC Trojan Vision** <afurse@trojanvision.com>  
Reply-To: afurse@trojanvision.com

Mon, Feb 28, 2022 at 8:47 AM



Hey Visionaries!

Trojan Vision studios have been bustling with activity over the past few weeks, and will continue the productivity throughout the rest of the semester!

Our 409 classes are enjoying the redesigned Studio B as all of our shows begin their live broadcasts. Make sure to never miss a show by following us on our Facebook page! Live shows in every genre from comedy to sports are brought to you by enthusiastic USC students every day of the week!



[Watch Trojan Vision Live!](#)

**FIRST OF THREE COMEDY LIVE SHOWS IS IN THE BOOKS!**



Our Comedy Live 409 students worked with SDA and SCA students to put on their first live sketch comedy show last Friday! The Robert Zemeckis Center for Digital Arts was bustling with activity all day long as students prepared to go live for the first time this semester. Their hard work payed off to produce a successful first show!

Comedy Live student director Sophia Mazzella was very happy to see the efforts of everyone on the team come together. "This is my first time directing Comedy Live," said Mazzella. "All the directors cut their sketches live and it's been a really fun experience, rolling with the punches and making the sketches as good as they can be up until the moment we go live." Congrats to the Comedy Live team!



Missed the show? Not to worry! Comedy Live has two more shows coming soon this semester, on **April 1st** and **April 22nd**. Keep an eye out in future newsletters for details and ticketing information!



Career Week is happening this week! From February 28th to March 4th, students can sign up for various programs and information sessions from the industry's leading production studios and talent agencies, including Marvel, CAA, Sony, and More!



## CAREERS IN PODCASTS PANEL

MAR. 1 @ 4PM



SCA will be promoting the new **podcasting minor** during career week, for which Trojan Vision's **CTPR 404** is a required course. Join us on Tuesday, March 1st at 4pm for the Careers in Podcasts Panel! The panel will feature a conversation with Jonathan Hirsch (Neon Hum Founder), Sim Sarna (Cloud10 Media Founder) and Jessica Diaz-Hurtado (Spotify Podcast Editor). Sign up for the panel to learn more about the USC Podcasting Minor, and other opportunities in the fast-growing world of podcasts!

Sign up for the Careers in Podcasts Panel at the link below!

[SIGN UP HERE!](#)



## TROJAN VISION STUDENTS CREATE BRAND NEW GAME SHOW

As if sketch comedy, podcasts, and news (etc.) weren't already enough, Trojan Vision students now have a brand new game show in the works! Game Show Production is one of three new courses added to the Trojan Vision slate this semester. Professors JD Roth and Kenneth Johnson are working with 409 students to create a new, exciting show!

Collaboration is of the utmost importance to Game

Show Production. As described by **Professor JD Roth**, creator of shows like The Biggest Loser and Master Chef, students begin with a clean, blank page, and must build and design their game show from there. The course requires a lot of imagination in addition to practical skills of live television production, and collaboration between professors and students guides these efforts.



"It is important to both Professor Roth and I to establish a collaborative environment. I hope the students continue to grasp the idea of collaboration and finish the course feeling proud of their role as game show developers," said Professor Kenneth Johnson. "I feel the students have picked up on that energy because their passion and motivation to create is through the roof."

Stay tuned for more information on the Game Show being developed at Trojan Vision, and when and where you can watch the pilot show!



Don't miss Campus Vision's latest episode with [SPEC Magazine](#), available for viewing on the [Campus Vision Facebook page](#)! Our host Maddi Moran interviews SPEC Editor in Chief, Emma Goad. Check out our episode to learn more about the variety of creative opportunities in design, writing, and photography that SPEC offers to USC students!

### NEW EPISODE COMING SOON!



Coming soon on Campus Vision, an episode featuring USC's only Mandarin speaking music club, [CreSCendo](#)! Our host sits down with Michelle Han, one of CreSCendo's founding members, to discuss the organization and how music-loving students can get involved. The episode will be available on Friday, March 4th.

[Watch Campus Vision](#)

## ALUMNI SPOTLIGHT:

NAMRATA ABHYANKAR



**Graduation Year:** 2013

**Major:** Film and Television Production

**Minor:** News, Media, and Society

**Hometown:** Orange County, CA

[LinkedIn](#)

[Website](#)

**Fun Fact:** I have ten screws and a metal plate holding my ankle together - not because I fought a bear but because I took a clumsy fall on a hike.

**What roles/positions did you hold at Trojan Vision? Any favorite memories?**

I started with CTPR 409 my freshman year and then followed up with Directing and Broadcast Producing. The memories all blurred together a little bit but most memorable was a CU@USC episode with rapper Dirt Nasty where he insisted on drinking his “chlorophyll drink” on camera and concluded the show by tossing pillows at the host.

In my later years at USC I helped run underGRAD, which at the time became USC’s longest running scripted TV series run by a volunteer crew of 25 students. We worked hard to convince Trojan Vision to

pick up the series and broadcast it alongside the other flagship shows. underGRAD ran for almost four seasons and totaled over 12 hours of original programming. A huge credit is due to the series creators and EPs Evan Iwata and Nick Rodriguez, as well as my fellow EPs Evan McGahey, Megan Niquette, and Zaid Ziauddin.

### **How was the process of transitioning out of USC and into the workplace?**

I had assumed that bearing a film degree from USC and my reel of short films would be enough to land a decent job in Hollywood but the truth is that in this industry you have to be constantly hustling. You have to be able to market your talents, toot your own horn, and claw your way into positions. Truthfully, I was disheartened by the Hollywood system and tried to find other avenues where I could express my creativity while being paid and having basic benefits. I started to explore advertising, which ultimately said "Hey we'll pay you to make really really short films - like 30-second-long long ones," and I jumped at the opportunity. What I love about my job is that I've never produced the same thing twice - every production is different and presents a unique set of problems that need solving. It can be painfully difficult at times but I find myself energized by the constant learning and growing.

### **Can you give us a brief summary of your experience in the industry in production?**

My role as a producer is to balance creativity, strategy, and budgets to source the best partners in the industry to help bring an idea to life. I work in tandem with a creative team (writer and art director) and alongside brilliant directors, editors, VFX artists, composers, and more. Various productions have taken me to unique corners of the country and destinations abroad. My experience now spans four different agencies between LA (including Saatchi & Saatchi and RPA) and most recently in San Francisco at Venables Bell & Partners. In that time I've produced ads for a variety of national and global brands like Toyota, Southwest Airlines, Intuit QuickBooks, Reebok, and Frito-Lay. In this era, the ads appear anywhere from broadcast TV to connected TV, social, and public spaces - even the Super Bowl! Along the way my work has been recognized at creativity award shows like the Clios, Webby's, One Show, and (most notably) Cannes Lions.

### **How has Trojan Vision helped or influenced your career?**

My experience on Trojan Vision and underGRAD taught me valuable leadership, communication, and presentation skills. What I loved most about Trojan Vision was that it was made up of students from so many different programs at USC - not just cinema students but journalism, engineering, business, theater and others. It gave me exposure to people who had a variety of interests and talents, not necessarily driven by their majors. So much of what I do today is managing different personalities and confidently leading teams in stressful scenarios.

### **Any fun things you're up to now that you'd like to share with us?**

In the past two years I produced commercials starring Cardi B, Shaq, and Mark Morrison. My role shifted significantly during COVID as we adapted to doing full productions 100% remotely and advocating for extra security measures to keep crews safe. Furthermore, the awakening on systemic

racism following the murder of George Floyd pushed the advertising industry to take a long look in the mirror and understand the role we play in society. There was finally extra importance placed on hiring women and minority talent and acknowledging the immense value diversity brings to the creative process. It's been especially refreshing, and as a woman of color in production, I'm hoping to capitalize on the moment to bring better representation to the work I produce - both on and off the screen. Today, I work in-house at a startup bank helping to build a team of creative thinkers and doers.

### **Any advice to current USC students?**

Keep making stuff. Make short films, paint landscapes, design furniture - whatever forces you to bend and flex your brain muscles. Bring your friends into the process and take on fun projects together. Never be comfortable doing the same thing everyday and lean into the problems rather than fighting them. You learn so much about yourself and what you're capable of with every project you take on. And if your friends are by your side you'll have double the fun too.

Seek out mentors and follow the right people - not the titles, the flashy names, or the pretty logos. The mentors and people you let into your inner circle will become your biggest cheerleaders and advocates. Together you'll open all the right doors and unlock your potential. I've been fortunate to have received valuable mentorship, guidance, and support from an army of badass women in the industry who helped me get to where I am today.

Please reach out to our Industry Relations Manager, Phoebe Lai ([pelai@usc.edu](mailto:pelai@usc.edu)) to get in touch with our Notable Alumni or be featured in our next newsletter!

### **More to come!**

Lots of exciting things coming soon! Continue reading our newsletters for all updates on Trojan Vision classes, events, and other news!

Questions? Have something you'd like to learn more about? Let us know how we're doing, and how we can improve! Feedback can be emailed to [info@trojanvision.com](mailto:info@trojanvision.com) or filled out on our [contact page](#).



**Look out for our next newsletter on March 21, 2022!**

We're growing! Please help us share our [newsletter](#) with Trojan Vision friends, and join our [Facebook](#) community, open to all alumni and students.

Volunteer with Trojan Vision! Our volunteers work in areas of management, production, outreach, marketing, and alumni relations. For more information please contact [info@trojanvision.com](mailto:info@trojanvision.com).

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